

# SDG Awards highlight recycling and fight against disinformation

THE MIPTV SDG Award this year goes to two very different organisations: the Association of Commercial Television and VOD Services in Europe (ACT), and Junk Kouture, a company that encourages young people to create high fashion from recycled objects and materials.

The MIPTV SDG Award is given annually by MIP markets and the United Nations, to a broadcaster or media company that shows leadership in the global quest to achieve the UN's 17 Sustainable Development Goals (SDGs). MIPTV is a member of the UN's SDG Media Compact initiative.

ACT receives the award in recognition of its work on combatting the spread of disinformation online. Director general Grégoire Polad is receiving the Award in acknowledgement of the work ACT has done to raise awareness so that networks are encouraged to provide proven and checked information to consumers.

ACT's Blueprint for media policy 2019-2024 sets out suggestions for what European policymakers need to focus on, in order to maintain "media plurality, quality news and cultural diversity in Europe" — and more specifically "tackling the role of online platforms and the vile spread of disinformation online", Polad said. "It's also about working more widely with consumer groups, academics, fact checkers and others, towards an understanding of what the issues are and how we can best tackle them in order to create a united front." "This is a subject that's very close to my heart — and in fact has become a professional passion," Under-Secretary-General for

Global Communications at the United Nations, Melissa Fleming said. "What is happening was made clear with the COVID-19 pandemic, and the recognition that we weren't just facing global health crisis, but a communications crisis as well. And why were we facing a communications crisis? Because the media landscape is polluted. It has good information, and it has very bad information and some of that bad information is deliberately produced — and that's called disinformation, by actors who are trying to influence others."

Misinformation — also a problem — "is just kind of junk, that maybe just spreads because people don't recognise it and don't know what it is," Fleming added. "And it raises their heart rate and emotions. So it's easy to see how some people really don't know how to navigate what's out there."

For over the last decade, in Ireland, Junk Kouture has created "an engaged, active and inspiring community of young people working together to make a difference within climate change," according to CEO Troy Armour, who is receiving the SDG Award on behalf of the company. Through a number of initiatives, including its televised fashion competition. "Junk Kouture is changing the way the youth of today view waste materials, showing them how previously unthought about or discarded everyday objects can be renewed and regenerated to bring life to a creative vision; it creates the circular engineers of tomorrow," Armour said. "In 2021, Junk Kouture went global, with five launches — New York, London,

Abu Dhabi, Milan and Paris — with a goal of launching in 13 cities by the end of 2023 and a 10-year goal of impacting the lives of one billion young people across the globe by 2032."

"The clothing and the textile industries are major contributors to the world's greenhouse-gas emissions, and so it is definitely a real target for UN advocacy,"



Junk Kouture's Troy Armour

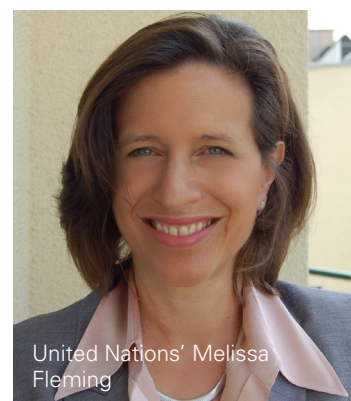
Melissa Fleming said. "It's estimated that between two and 8% of the share of greenhouse gas emissions in the world comes from the fashion industry." She added: "This makes recycling cool and it makes fashion made out of junk something to be proudly worn and displayed and described."

Armour said his team is "extremely honoured" to be recognised for its contribution towards the SDGs. "Having our impactful work recognised internationally, motivates each of us to continue empowering the world's youth to make a difference to climate change."

For Polad, ACT is "humbled to receive this award. Generally, as



ACT's Grégoire Polad



United Nations' Melissa Fleming

a trade association, we prefer to see awards won by members. But this is definitely a way of raising awareness and making sure there is more pressure on governments and international bodies actually to do something that's effective and actually protects people."

Grégoire Polad and Troy Armour will address the MIPTV audience after receiving their MIPTV SDG Awards from Caroline Petit, deputy director, United Nations Regional Information Centre for Western Europe, and MIPTV director Lucy Smith, at 16.00 on Tuesday, April 5, in the Debussy Theatre